

Application Format

In preparing the application for consideration, please follow this format and refer back to the Alaska Salmon Grant Program Request for Applications [Application Guide] for detailed instructions on each section.

I. Applicant Information

- A. Marketing plan title (this must be consistently used throughout the application)
- B. Grant program identification (Major-, Mini-, Micro)
- C. Organization
 - 1. Name
 - 2. History
 - 3. Organization diagram
 - 4. Lines of communication
 - 5. Federal identification number
- D. Plan lead
 - 1. Name(s)
 - 2. Physical and mailing addresses
 - 3. Phone and fax number
 - 4. Email address (if available)
- E. Applicant's relevant experience
 - 1. Description of
 - 2. Other plan contributors
 - a) Description of relevant experience

II. Project Description

- A. Brief description of project
- B. Milestones and related activities/dates
- C. Discussion of expectations
 - 1. Pink salmon (Major Program only)
 - 2. Market acceptance
 - 3. Plan quality, creativity, effectiveness
 - 4. "Alaska" identifiers
 - 5. Increase market recognition
 - 6. Use of quality standards
 - 7. Market appreciation/higher prices
 - 8. Use of Alaska hires/fleets
 - 9. Product diversification
 - 10. Overall effectiveness
- D. Project feasibility

III. Project Budget

- A. Budget sheet under the following format:

Expense	Amount Requested	Match	Total
Totals			

- B. Identification of direct expenses
- C. Identification of all funding sources
- D. Identification of in-kind match
- E. Financial reporting proposal

IV. Long Term Value

- A. Increase seafood/product quality
- B. Increase product diversity and value in retail/food service markets
- C. Increase profitability in harvesting and processing sectors
- D. Increase volume moved
- E. Increase economic activity in Alaska

Attachment I – Application Information

- Incorporation documentation
- Evidence of meeting SBA requirements
- Plan Contributor Resumes
- Other